



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Henry, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	42.6%	Population		17,125	17,750
Heartland Communities	17.5%	Households		7,058	7,407
Rooted Rural	12.9%	Families		5,024	5,183
Southern Satellites	9.6%	Median Age		40.6	42.0
Green Acres	7.8%	Median Household Income		\$34,964	\$37,687

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,460.09	\$10,305,321
Men's	56	\$275.60	\$1,945,190
Women's	51	\$493.93	\$3,486,134
Children's	62	\$272.29	\$1,921,858
Footwear	47	\$240.28	\$1,695,903
Watches & Jewelry	50	\$98.00	\$691,702
Apparel Products and Services ¹	54	\$79.98	\$564,534
Computer			
Computers and Hardware for Home Use	55	\$121.52	\$857,669
Software and Accessories for Home Use	51	\$15.30	\$107,980
Entertainment & Recreation	64	\$2,183.33	\$15,409,946
Fees and Admissions	48	\$290.38	\$2,049,483
Membership Fees for Clubs ²	50	\$79.06	\$558,023
Fees for Participant Sports, excl. Trips	50	\$57.05	\$402,653
Admission to Movie/Theatre/Opera/Ballet	44	\$66.63	\$470,305
Admission to Sporting Events, excl. Trips	50	\$28.68	\$202,451
Fees for Recreational Lessons	45	\$58.95	\$416,051
TV/Video/Sound Equipment	63	\$736.15	\$5,195,712
Community Antenna or Cable Television	68	\$456.01	\$3,218,519
Color Televisions	54	\$75.04	\$529,645
VCRs, Video Cameras, and DVD Players	63	\$24.32	\$171,671
Video Cassettes and DVDs	63	\$38.19	\$269,558
Video Game Hardware and Software	61	\$19.94	\$140,743
Satellite Dishes	67	\$1.03	\$7,243
Rental of Video Cassettes and DVDs	59	\$35.49	\$250,486
Sound Equipment ³	52	\$82.75	\$584,073
Rental and Repair of TV/Sound Equipment	58	\$3.37	\$23,774
Pets	76	\$332.24	\$2,344,937
Toys and Games	65	\$118.62	\$837,196
Recreational Vehicles and Fees ⁴	79	\$357.63	\$2,524,145
Sports/Recreation/Exercise Equipment ⁵	62	\$143.20	\$1,010,719
Photo Equipment and Supplies ⁶	60	\$82.55	\$582,645
Reading ⁷	58	\$122.57	\$865,109
Food	65	\$5,471.16	\$38,615,421
Food at Home	67	\$3,383.96	\$23,884,020
Bakery and Cereal Products	67	\$484.17	\$3,417,251
Meat, Poultry, Fish, and Eggs	69	\$911.34	\$6,432,266
Dairy Products	67	\$370.58	\$2,615,528
Fruit and Vegetables	62	\$546.97	\$3,860,523
Snacks and Other Food at Home ⁸	68	\$1,070.91	\$7,558,452
Food Away from Home	62	\$2,087.19	\$14,731,401
Alcoholic Beverages	55	\$339.24	\$2,394,391
Nonalcoholic Beverages at Home	71	\$309.30	\$2,183,074



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Financial			
Investments	35	\$526.81	\$3,718,237
Vehicle Loans	76	\$4,664.59	\$32,922,666
Health			
Nonprescription Drugs	73	\$88.97	\$627,984
Prescription Drugs	88	\$510.40	\$3,602,422
Eyeglasses and Contact Lenses	68	\$56.16	\$396,388
Home			
Mortgage Payment and Basics ⁹	55	\$4,747.25	\$33,506,060
Maintenance and Remodeling Services	57	\$1,120.97	\$7,911,778
Maintenance and Remodeling Materials ¹⁰	77	\$287.00	\$2,025,644
Utilities, Fuel, and Public Services	70	\$3,048.95	\$21,519,511
Household Furnishings and Equipment			
Household Textiles ¹¹	58	\$80.23	\$566,265
Furniture	54	\$345.52	\$2,438,681
Floor Coverings	51	\$46.54	\$328,485
Major Appliances ¹²	70	\$205.48	\$1,450,264
Housewares ¹³	59	\$61.75	\$435,800
Small Appliances	67	\$24.70	\$174,354
Luggage	45	\$4.67	\$32,948
Telephones and Accessories	58	\$27.43	\$193,630
Household Operations			
Child Care	45	\$188.00	\$1,326,926
Lawn and Garden ¹⁴	80	\$357.67	\$2,524,449
Moving/Storage/Freight Express	54	\$28.67	\$202,337
Housekeeping Supplies ¹⁵	69	\$535.88	\$3,782,261
Insurance			
Owners and Renters Insurance	74	\$353.34	\$2,493,861
Vehicle Insurance	67	\$980.15	\$6,917,888
Life/Other Insurance	71	\$452.32	\$3,192,451
Health Insurance	77	\$1,512.84	\$10,677,612
Personal Care Products ¹⁶	64	\$301.98	\$2,131,382
School Books and Supplies ¹⁷	56	\$68.07	\$480,422
Smoking Products	82	\$394.94	\$2,787,517
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	75	\$4,284.55	\$30,240,387
Gasoline and Motor Oil	76	\$1,539.98	\$10,869,193
Vehicle Maintenance and Repairs	65	\$689.28	\$4,864,932
Travel			
Airline Fares	47	\$192.11	\$1,355,945
Lodging on Trips	56	\$230.43	\$1,626,404
Auto/Truck/Van Rental on Trips	43	\$18.81	\$132,784
Food and Drink on Trips	58	\$271.72	\$1,917,783

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.